

What is claimed is:

Claims

1. A method comprising:

acquiring a set of criteria that defines a category of entities;

5 dynamically applying the set of criteria to identify an entity that meets the criteria;

determining that the entity is registered as having control over at least a portion of a World-Wide Web address; and

10 associating the at least a portion of a World-Wide Web address with the entity in a presentation that indicates that the entity belongs to the category of entities.

2. The method of claim 1, wherein the set of criteria includes a geographical limitation.

15

3. The method of claim 1, further comprising:

including, in the presentation, a link to a set of computer data about the entity, the set of computer data including information other than information provided at a World-Wide Web site corresponding to the World-Wide Web

20 address.